

FAX# 215 564 1103  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
AUG14/12 17.5  
\*\*CHANGES\*\* \*\*\* WPXI-TV \*\*\*

BUYER NAME	BEN ANGLE
SALES PRSN	WA- CHERYL BLAIR

CLASS:	NATL.	LOCAL	REGIONAL
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**Table 1**

Variable	Mean	SD	Range
Age	67.8	9.0	45-85
Gender			
Male	50.0		
Female	50.0		
Marital status			
Married	50.0		
Single	50.0		
Divorced	50.0		
Widowed	50.0		
Educational level			
High school or less	50.0		
College	50.0		
Postgraduate	50.0		
Income			
Less than \$10,000	50.0		
\$10,000-\$20,000	50.0		
More than \$20,000	50.0		
Health status			
Good	50.0		
Fair	50.0		
Poor	50.0		
Living arrangement			
Alone	50.0		
With family	50.0		
In nursing home	50.0		
Medication use			
Yes	50.0		
No	50.0		
Comorbidity			
Hypertension	50.0		
Diabetes	50.0		
Heart disease	50.0		
Stroke	50.0		
Cancer	50.0		
Other	50.0		

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG14/12 17.52

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

AGENCY ADVERTISER CODE = 155 AGENCY EST# = 2954  
AGENCY PRODUCT CODE = 426

PROGRAM : BETTIS  
ORD COM1: PRG CHG- BETTIS  
ORD COM2: SPT IS BOOKED- THX JEN  
THIS IS A MAKE-GOOD FOR OCT20 ON LINE-8 FOR 1 SPOT/WK

REP HEADLINE# 6268546 TRF# 326676  
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 215-564-1206 FAX# 215 564 1103  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG14/12 17.5  
\*\*\*CHANGES\*\*\* \*\* WPXI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#8	MISSED: SAT/700P-730P				OCT20		30S	\$675.00	(AUG13/12)	
			OFFER: SAT/700P-730P				OCT20		30S	\$675.00	PLS ADVISE.	
			CMT: PRG CHG- BETTIS									
			CMT: SPT IS BOOKED- THX JEN									

OCT/12 32725.00

CONTRACT TOTAL 32725.00  
TOTAL SPOTS 24



MARKET TOTALS \$130,900 WPXI 25% KDKA 34% WTAE 24% WPGH 17% CABL 0% WPCW 0% WPMY 0%  
SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6268546 TRF# 326676  
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 215-564-1206  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET

FAX# 215 564 1103  
HARRIS REPORT FROM STATION AUG13/12 17.2  
\*\*\* WPXI-TV \*\*\*

ADV # 13937 ADV. NAME ISS/NRCC-IE  
AGY # 02711 AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

REP.# OFF.# 18 SALESMAN #

BUYER NAME BEN ANGLE

SALES PRSN WA- CHERYL BLAIR

815 SLATERS LANE  
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6268546

CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC 10/19 EST#2954 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT19/12 OCT25/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG13/12 17.24

REP: TO NSM/NSA  
FR LINDSEY FOR CHERYL  
NEW ORDER  
TTLS \$32,725  
PLEASE CONFIRM, THANKS!

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

STATION MAKEGOOD OFFERS:  
M1 UNRESL BUY#8

MISSED: SAT/700P-730P OCT20 30S \$675.00 (AUG13/12)  
OFFER: SAT/700P-730P OCT20 30S \$675.00 PLS ADVISE.  
CMT: PRG CHG- BETTIS  
CMT: SPT IS BOOKED- THX JEN

CONTRACT TOTAL 32725.00  
TOTAL SPOTS 24